



ORLANDO COLLEGE OF OSTEOPATHIC MEDICINE

OCOM Policy & Procedure

Policy #D074

Orlando College of Osteopathic Medicine

Policy Order Number: D074

Effective Date: December 3, 2024

Revised Date: December 3, 2024

DEAN APPROVED: December 3, 2024

Robert T Hasty, DO, FACOI, FACP
Dean & Chief Academic Officer

Policy: Merchandise Policy

Permission to produce or sell clothing or other merchandise that incorporates OCOM's name, affiliated student organization or club, trademark(s), or logo(s) must be secured in advance in writing from each of the Office of Communications and Marketing.

OCOM retains all rights to all articles of clothing and other merchandise that represent or promote the university or a unit of the university. Only OCOM-approved vendors can produce or sell such merchandise. Individuals and companies producing or selling OCOM clothing or merchandise without permission are subject to prosecution.

Freelancers and Vendors

It is the responsibility of each authorized OCOM employee contracting with printers, designers, graphic artists, photographers, merchandisers and web designers to inform them of the university's Graphic Standards and to make certain that the standards are applied to the materials being produced.



ORLANDO COLLEGE OF OSTEOPATHIC MEDICINE

OCOM Policy & Procedure

Policy #D074

Use of OCOM Trademarks by Outside Parties

OCOM requires that its marks be used in a manner that is consistent with the goals of the university and the university's legal responsibilities as a trademark owner, and that OCOM is properly compensated for the use of university marks in conjunction with authorized use of the marks.

All items produced using the university's trademarks and for resale are subject to royalty payment requirements as set forth in approved licensing agreements. Only with prior written approval by the appropriate OCOM department may OCOM trademarks be used to promote events with OCOM partners with an official relationship with the university.

Outside parties may only use OCOM trademarks if prior written approval has been obtained from OCOM Department of Communication.